

Amplify Your Voice

**52ND ANNUAL
EDUCATION
CONFERENCE**

APRIL 8-11 | Huntington Convention Center

Welcome



Enhancing Corporate Alumni Programs Through Data & Analytics

Jenn Pedde, Vice President of Customer Advocacy, PeoplePath



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Enhancing Corporate Alumni Programs Through Data & Analytics

Agenda:

- 10 Years of Data
- 5 Steps to Stronger Results
- Enhancing Outcomes
- Utilizing AI for Improved Data
- How Talent Can Support BizDev

Join us for a Happy Hour Thursday!

Blue Point Grille
5pm – 7pm

All alumni leaders and their teams are welcome to join us for drinks and food just a short 10 min walk from the convention center.





10 Years of Data

- 200% increase in respondents since 2014
- In the last 3 years of research 18-25% of all programs are less than 2 years old
- Largest increase in programs is within legal sector, which has doubled in size

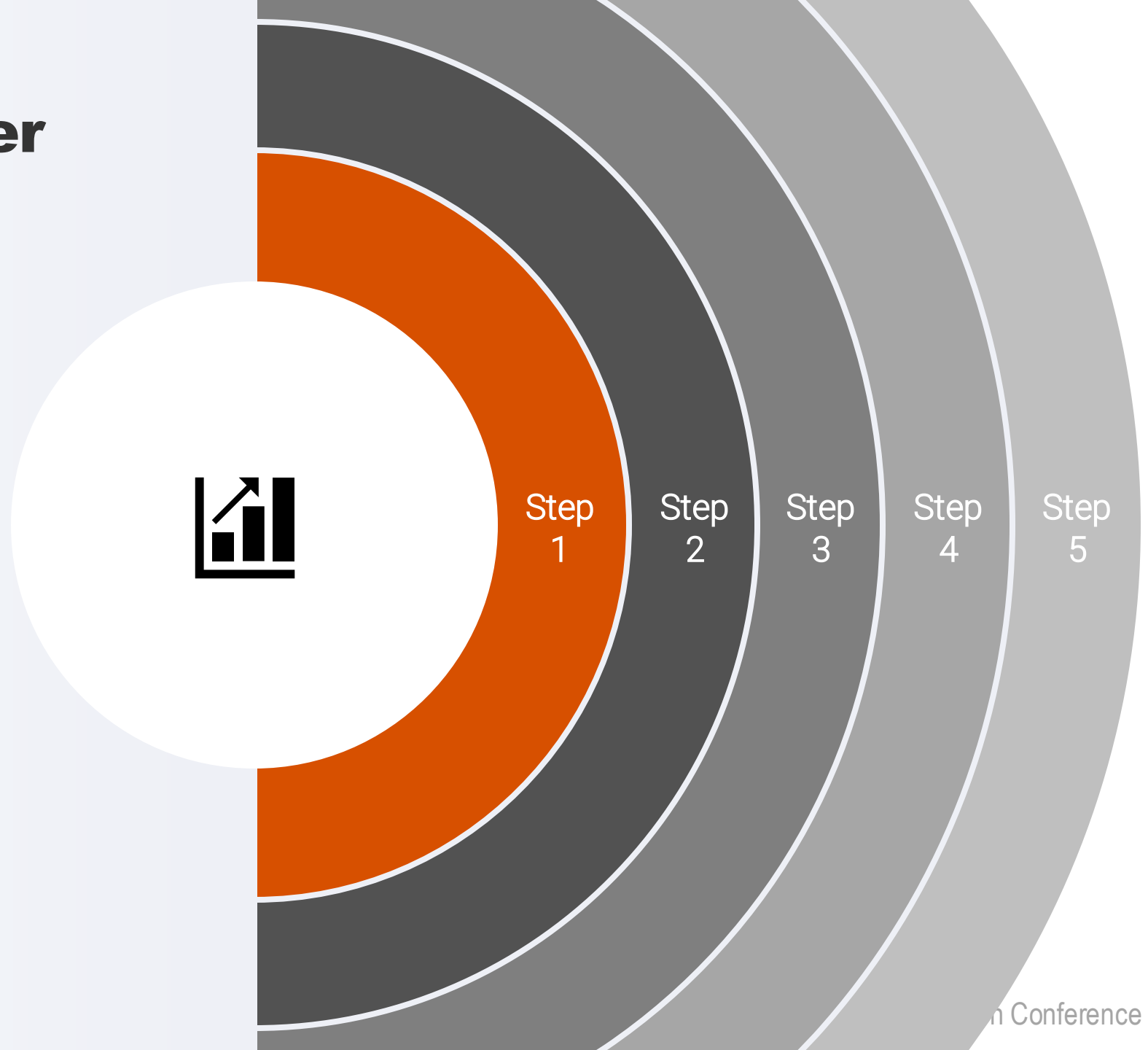
QR Code / [Link](#)

Now seeking responses for our
2025 Corporate Alumni
Benchmarking Survey!

5 Steps to Stronger Results

5 Steps to Stronger Results

1. Define Goals
2. Create Long Term Plan
3. Segment Audience
4. Foster Engagement
5. Track Activity / Report Success

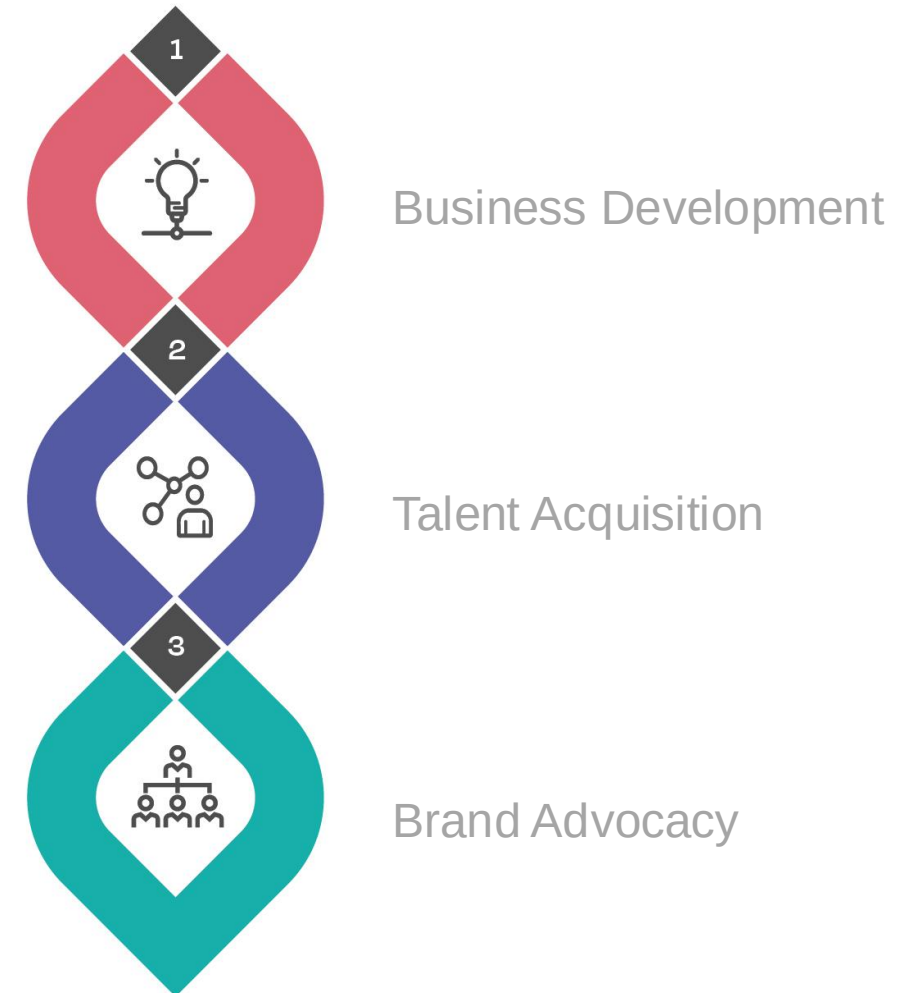


Defining and Tracking Goals

1. Business Development as a Top Business Driver

1 in 5 companies can attribute over \$50 million in alumni-assisted sales

While this is the #1 driver, only 35% of programs are actively tracking business development results



Defining & Tracking Goals

2. Develop a multi-year strategy

Dividing up the focus areas to build long-term growth

Seyfarth's Strategic 3-Year Plan

Year 1

- Growth
 - Build the alumni database
- Process
 - Recruitment, onboarding, experience, offboarding
- Launch
 - Alumni network platform
- Content
 - Create engaging pieces around human interest, firm news, and educational events
- Marketing
 - Promote internally/externally to get registrations

Year 2

- User Engagement
 - Build the alumni database
- Leverage Resources
 - Recruitment, onboarding, experience, offboarding
- Benchmark
 - Alumni network platform
- Attorney Engagement
 - Create engaging pieces around human interest, firm news, and educational events

Year 3

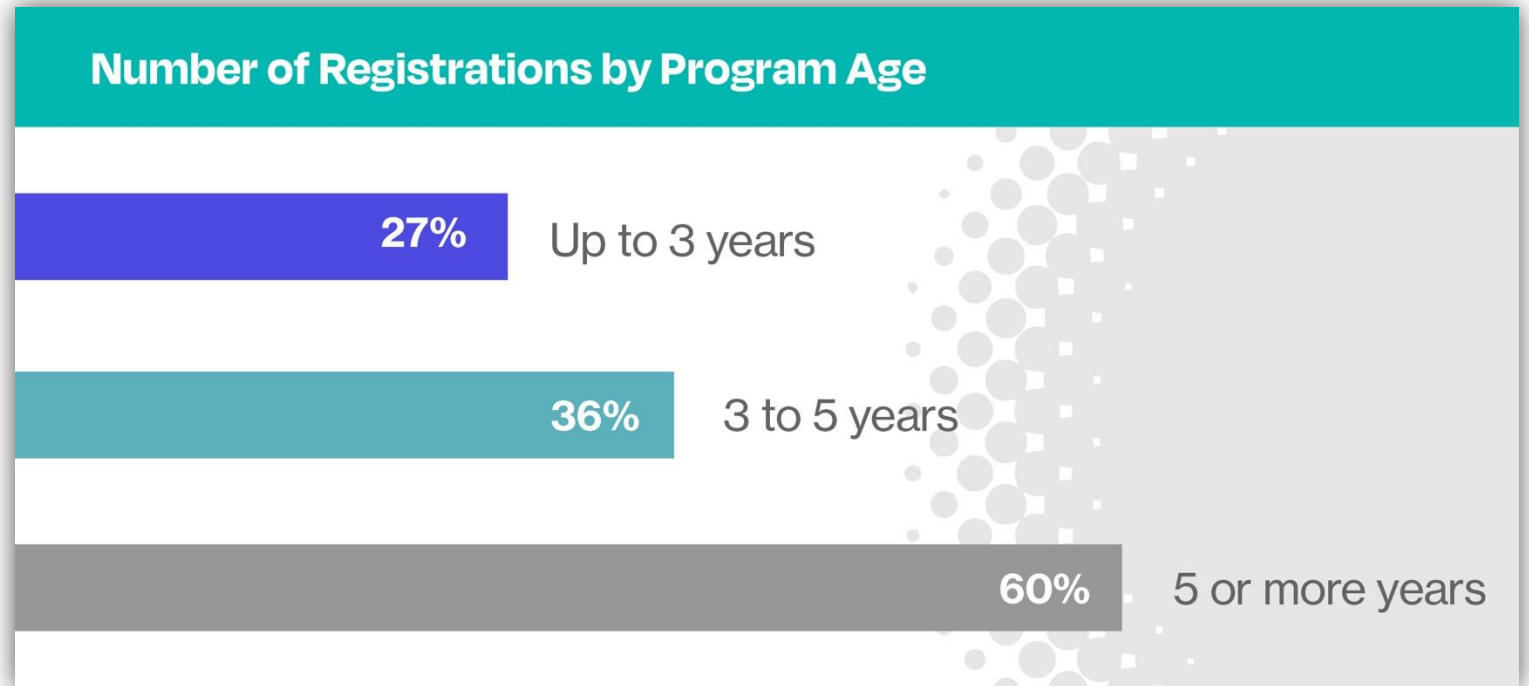
- Enhance
 - Build the alumni database
- Develop
 - Recruitment, onboarding, experience, offboarding
- Create
 - Alumni network platform
- Retired Partners
 - Create engaging pieces around human interest, firm news, and educational events

Defining & Tracking Goals

2. Develop a multi-year strategy

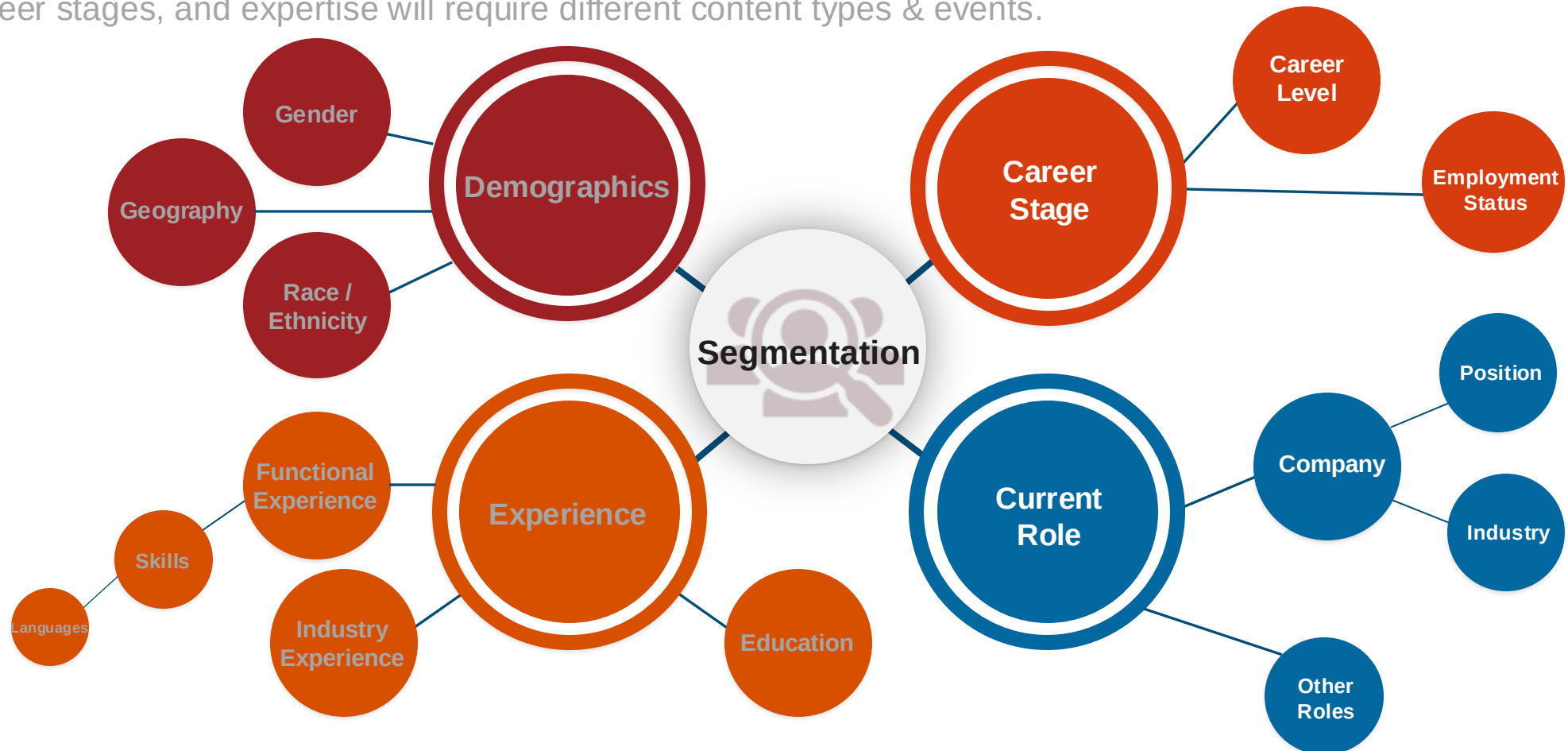
Alumni will join over time

It takes time to spread the word, demonstrate value, and reach all alumni.

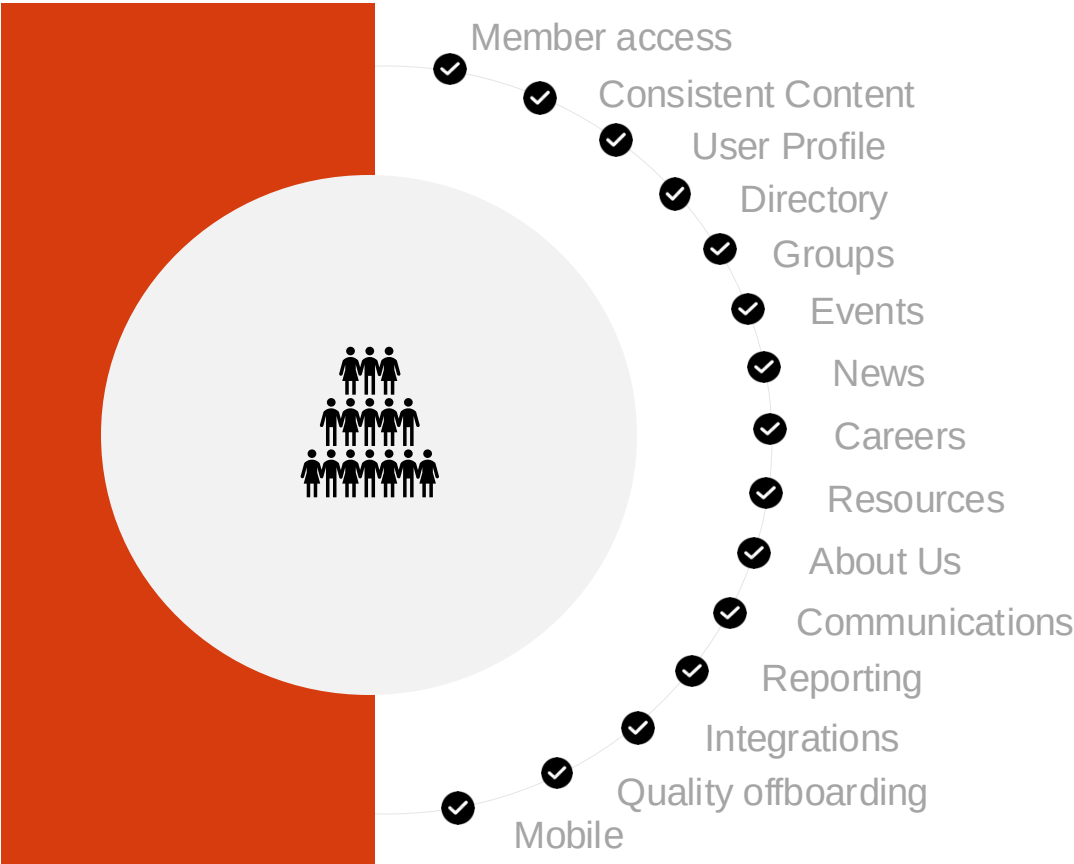


3. Segmenting Your Audience

While defining your primary business goal, also outline your various audiences. People of different locations, career stages, and expertise will require different content types & events.



4. Day to Day Activity Leads to Business Goals



Benefit		Average Over 10 Years
	Access to company news and information	91%
	In-person events	86%
	Alumni stories	86%
	Networking opportunities	85%
	Alumni newsletters	83%
	Alumni website	83%
	Special events	80%

4. Sample Monthly Content Plan

Plan content and event cycles to create touch points with alumni to keep them systematically engaged.

Activity	1	2	3	4	5	6	7	8	9	10	11	12
Engaging Platform Content	●	●	●	●	●	●	●	●	●	●	●	●
National Alumni Event												●
Local Alumni Events	●			●			●			●		
Online Events		●		●		●		●		●		
Alumni Newsletter			●			●			●			●
Login & Profile Update Reminder						●						●

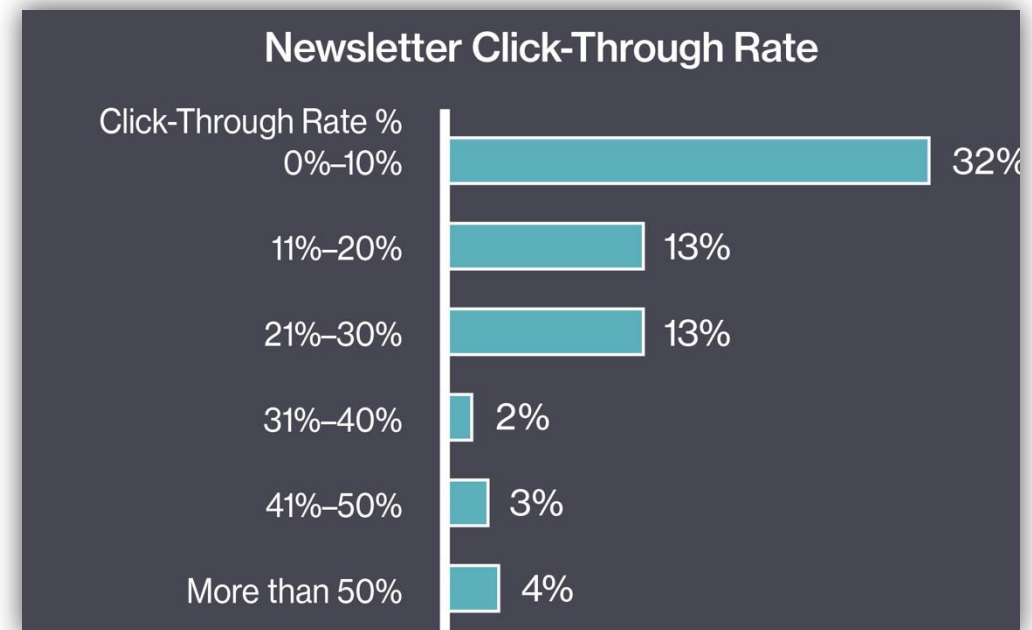
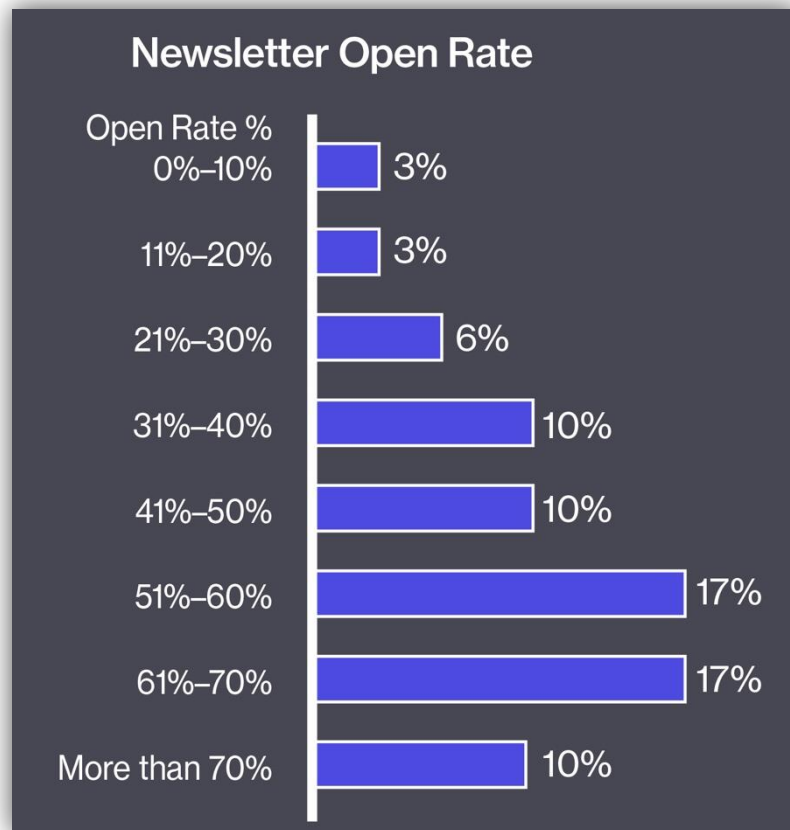
- Job postings, firm or industry news, alumni spotlights (best practice: tease platform content via social media)
- Best practice: coincide a launch with an in-person event, if in budget
- Informal gatherings, happy hours or CSR initiative
- Webinar or speaker-series
- Automated campaigns with rewards (draw to win a prize) for updating profile



More on content strategy

[READ MORE](#)

5. Track all activity



5. Track all activity

Having a general dashboard of day-to-day community health keeps your thumb on the pulse of your alumni network.

Total members, alumni/employee breakdown, unique users, profile updates, growth, locations, etc.

Run all reports

Show full screen

Total Member Count

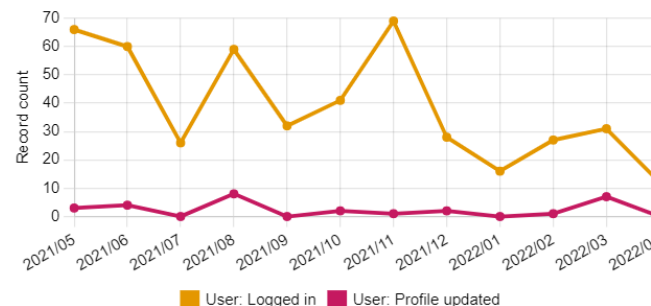
All Members
10.033
03/05/22 15:20 CEST

Employees
521
03/05/22 15:20 CEST

Leavers
195
03/05/22 15:20 CEST

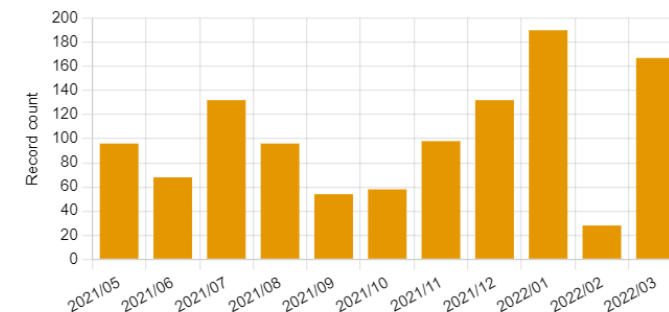
Alumni
9.308
03/05/22 15:20 CEST

Unique Users and Profile Updates in the last full 12 months



02/05/22 21:44 CEST

Member Growth in the last full 12 months



03/05/22 15:20 CEST

Top Jobs Viewed

PeoplePath Job	Grand total	
	Record count	Unique Acting person
Head of UX Design	120	8
International Digital Marketing Lead	83	6
Head of Partnerships	77	7
Communications and Marketing Specialist	58	10
Head of Partnerships	55	8
Grand total	393	17

Members of US offices

Office	Grand total		
	Record count	Average Completion index	Average Number of logins
Chicago	312	99,0	0
Los Angeles	311	98,9	0
New York	309	99,0	0,0
Houston	211	98,8	0
San Francisco	208	98,8	0
Philadelphia	194	99,0	0
Dallas	189	97,0	0

5. Track all activity

Review the content and events that are working (or not working) on a regular basis.
What's performing best?

Articles: Top 5 Read (last 365d)



	Grand total
ID	Unique Acting person ▼
Alumni Spotlight	16
Brand New Year, or The Year of the New Brand?	15
Blog: Employment Trends	3
Grand total	17

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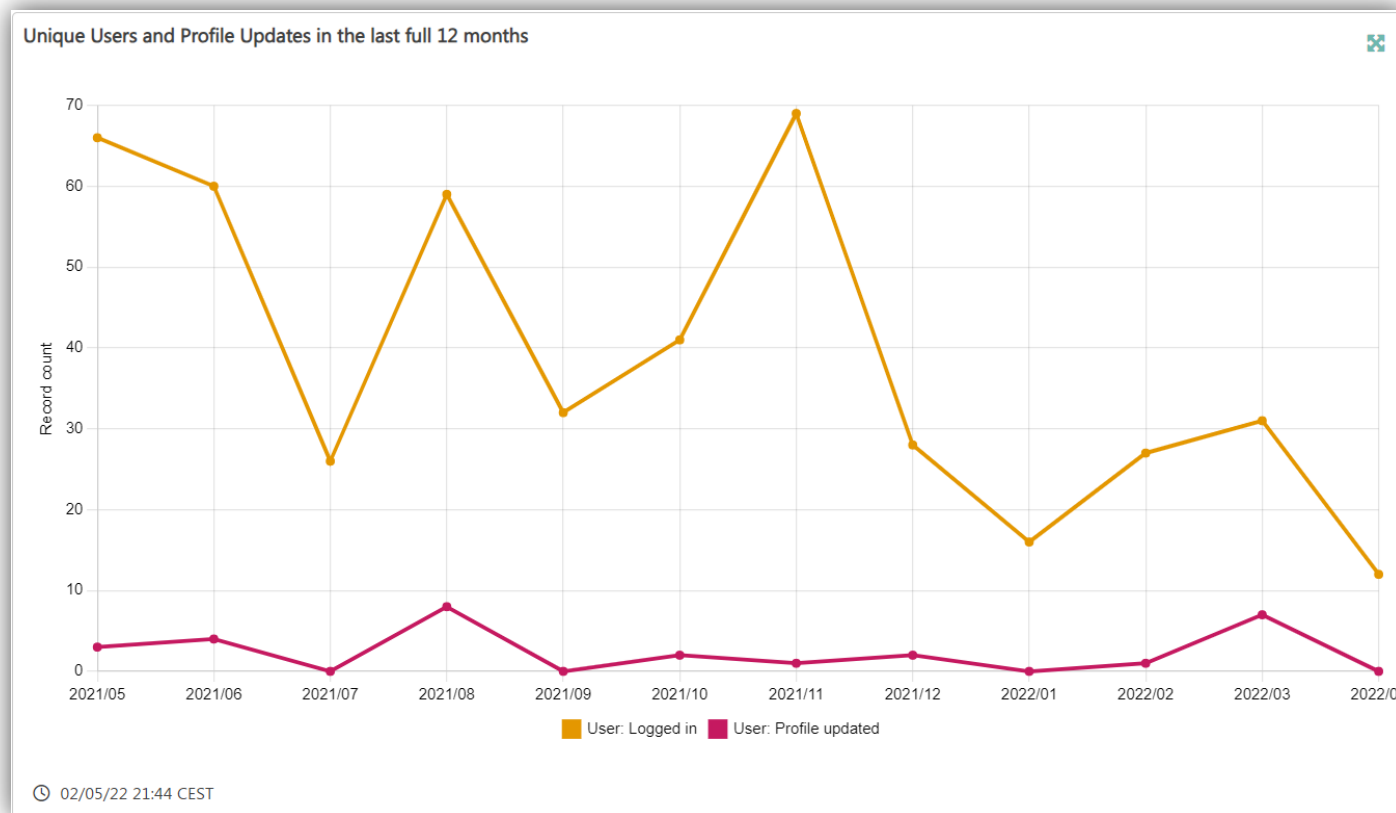
Events: Top 5 Viewed (last 365d)



	Grand total
ID	Unique Acting person ▼
PeoplePath New York City Corporate Alumni Networking Event	10
International Womens Day 2023	7
Empty	5
Alumni Event 2022	3
Reunión informal de la Ciudad de España	3

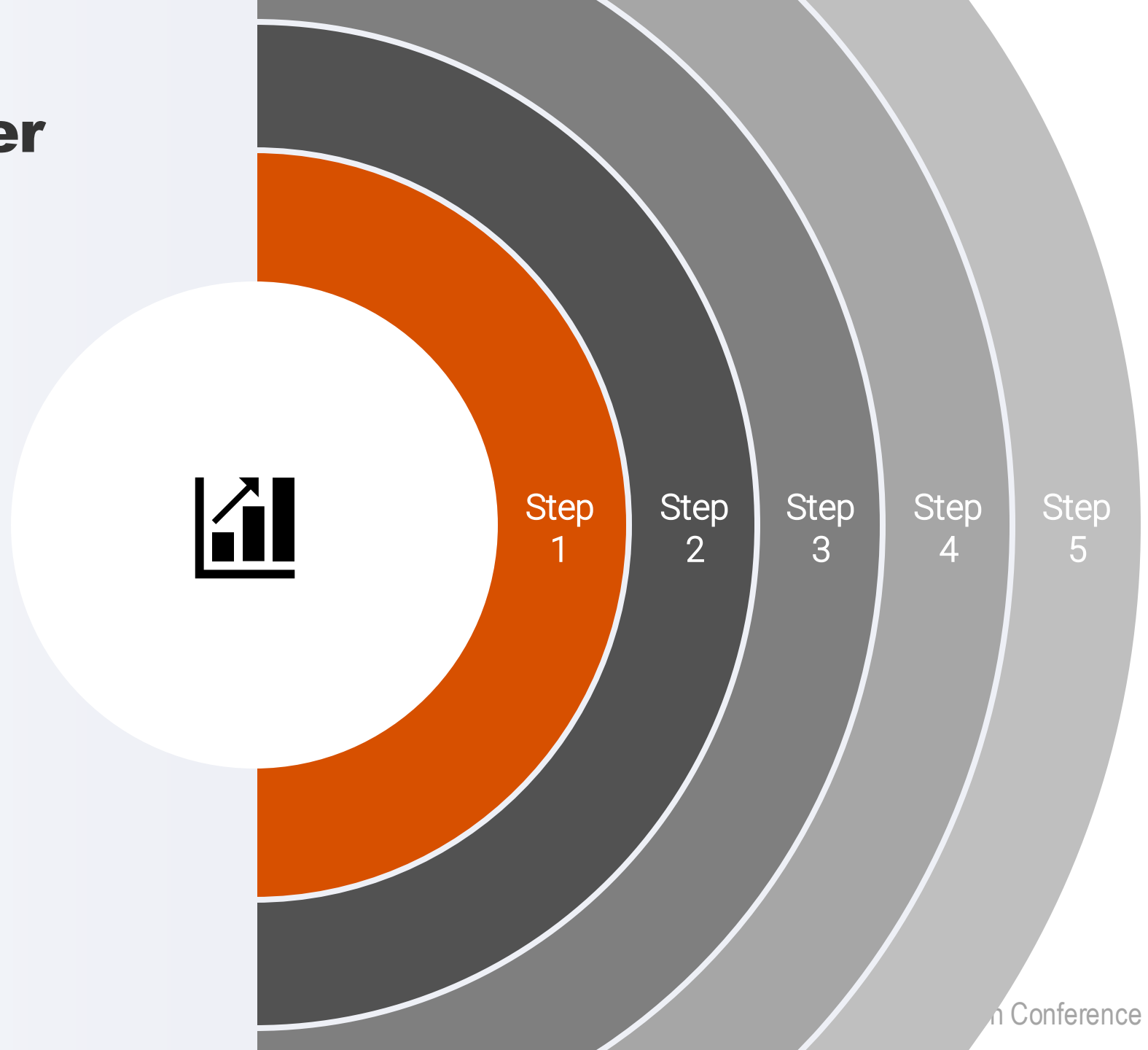
5. Track all activity

Connect content/event engagement rates to profile updates and logins to see where the peaks and valleys are.



5 Steps to Stronger Results

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Enhancing Outcomes



Tracking Business Development

- Systematically
 - Include this into firm systems
 - Add to a business intake form
 - Has any alumni been involved in this deal?
 - Was an alumni the decision maker / purchaser?
 - Pull report of total amount of alumni assisted sales quarterly/annually
- Manual
 - Identify firm's Top 20 deals
 - Match a list of alumni at those organizations to find opportunities
 - Report quarterly/annually showcasing the % of alumni at client organizations and/or business opportunity organizations to show potential relationship



Tracking Business Development

- Other KPIs to demonstrate success:
 - **New Client Win Rate**
 - Average win rate vs. Alumni involvement win rate
 - **Average Sales Cycle Length**
 - How long does it take to close a general client vs an alumni led client
 - **Client Retention Rate**
 - Average time vs. alumni involvement time
 - **Client Churn Rate**
 - Average Client Tenure vs. Average Alumni Client Tenure
 - **Client Satisfaction Rate**
 - General vs. Alumni Client NPS

Utilizing AI for Improved Data



Utilizing AI for Improved Data

How often do you use AI?

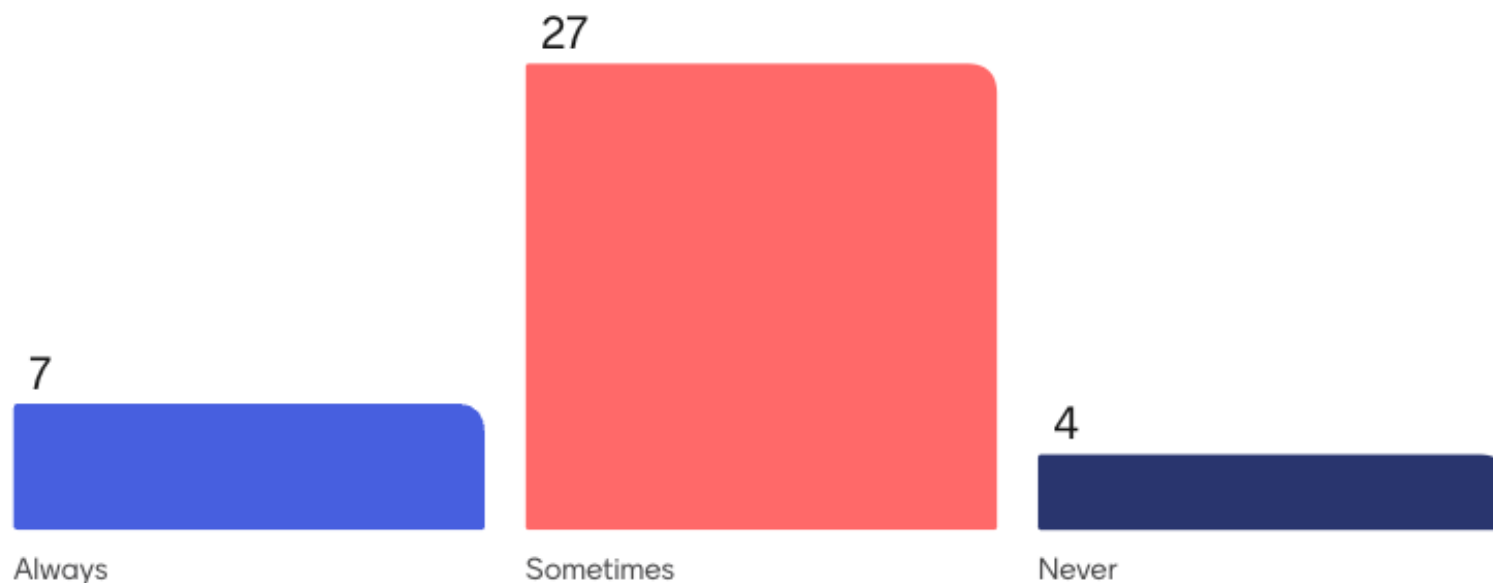
What do you think is the most useful capability of AI for alumni?

www.mentimeter.com

Code: 6664 7447

Utilizing AI for Improved Data

How frequently do you use AI?



Utilizing AI for Improved Data

4

Editorial Assistant



- Image generation
- Content generation

5

Chat Bot Interaction



- AI based interaction to
- Assisted Navigation

2

Hyper Personalization



- Suggested content and support in searches
- Suggested connections

3

Sentiment Analysis



- Classification of statements
- Data analysis

1

Big Data



- Enriching user profiles
- Predictive analytics

AI Can Help Fill In the Blanks

ProfileSync:

- Supercharging alumni data by tapping into the **global leading source of professional and social profiles**
- **Enriching alumni profiles** with up to date professional and contact information



80%+

Match rate in two
2024 projects

3.2B

Person
records

61.2M

Company
records

200+

Available
data fields

Source: www.peopledatalabs.com

2025 NALP Annual Education Conference

Gather & Use Data Effectively

- **Public Web Data**

- Web scraping: publicly available data from websites, including social media, professional networking sites, company websites, blogs, and forums.
- Public databases: publicly accessible databases and directories.

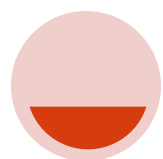
- **Proprietary Sources**

- Data partnerships: Collaborations with companies and organizations to access exclusive datasets.
- Licensed data: Licensing data from providers who maintain extensive datasets on individuals and organizations.

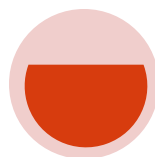


ProfileSync Early Results

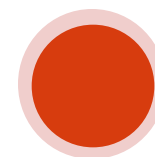
Example of a law firm utilizing ProfileSync in 2024



Attorneys
Without Emails
258



Attorney Emails
Found
137



Attorneys
Reconnected
11

1. Identify a small segment to search
2. Search those segments in small batches
3. Review the data and conduct outreach personally inviting them to the alumni network
4. Get them involved and active in the network



Gather & Use Data Effectively

- Who are your VIP alumni?
 - Alumni at Current Clients
 - Alumni at Potential Clients / Opportunities / Industries
 - Alumni in Senior Roles (General Councils, etc.)
 - Alumni Who Were Senior When They Left
 - Any other Notable Alumni
 - Retired Partners

How Talent Can Support BizDev



Enhance the Exit Process

Exit Process Offerings	Percentage
Provide materials that include information about the alumni program before they leave the organization	73%
Send an email encouraging alumni to join the network after their last day	67%
Encourage a supervisor or other leader to meet with an exiting employee	52%
Provide a departing gift from the company to alumni	22%
Provide resources for employees to send off the exiting employee	13%

Enhance the Exit Process

Types of Career Transition Support Offered		Percentage
	Career counseling with the goal of finding a new job or career path	65%
	Job search support	65%
	Resume and cover letter support	53%
	Interview training	46%
	Online networking training	37%
	Reskilling training (training new skills to help find a new job)	27%

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Questions



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Contact Information

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Thank You